

MARCH 28, 1942

PRICE 25 CENTS

# The Billboard

A vibrant illustration on a dark blue background. In the foreground, a large, stylized clown with a red nose, red lips, and a wide, toothy grin. He wears a yellow ruffled collar and a top hat with a red band. His right arm is raised, showing a red and white striped sleeve. In the background, three acrobats in white leotards with red belts are suspended in mid-air, performing a stunt. A thin white line, possibly a rope or wire, extends from the top left corner towards the acrobats.

*Spring  
Special*

*In this issue*

5<sup>TH</sup> ANNUAL OUTDOOR ATTRACTIONS SECTION

*You*  
will draw larger crowds  
with this powerful attraction

This year, more than ever before, you will want a powerful, record-breaking, crowd-producing attraction. Selden, The Stratosphere Man, is that kind of an act. His engagements at most all of the country's leading Fairs, Parks, Celebrations and Trade Shows during the past 9 seasons, many of them return dates, is convincing evidence of this act's ability to fulfill all free act and grandstand requirements. The sensational and unduplicated thrilling feats provide you with the utmost in real entertainment value, crowd appeal and publicity possibilities—all within the price range of other attractions.

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# The Stage Actor in Radio

## Common-Sense Advice on How a Legit Actor Can Get Into Radio: Contacts, Auditions, First Job

By ALAN BROCK

**H**OW do you get into radio? How long does it take? What is the easiest way—what do you know? The millionaire has always wanted to know why not to radio? Determination to the office boy, script writer or producer... they are all up to the right guy. After you've been in the radio with the director (or casting director) follow the suggestions regarding his individual method of casting. Be prompt in your calls and in sending preliminary data. When you've exhausted personal introductions write to the agent and be sure you have the correct spelling of their names. Make brief your experience, the type of roles you've been playing, and state the first actor can get right on playing the same type in radio. The outstanding way and, of course, the sure-fire way to crash this game is to be taken directly from a Broadway stage play. This has been happening more and more as radio dramas are gradually learning the value of theatrical acting.

With Broadway coming at its lowest ebb in many years, and most of it being done behind closed doors, the stage actor of 1942 has to step lively to be on friendly terms with his landlord. Come to the attention of his many works a year? The actor today must be able to make him to continue in his profession, if he has the good sense he will go into radio. Former actor-actors this year can use the same old, same old, same old. There are those, of course, who work into the profession again and today are top-notch talents, though as it may seem, there are still countless Broadway players who have yet to make their first radio appearance. Impossible? Not at all.

The constantly dwindling number of plays produced annually has made the irretrievable drama the biggest barrier to the discouraged actor. Aren't good things, too? Not only for the individual actor but for radio as well.

Breaking into radio is not an easy thing, but it is not impossible. Broadcasters are like some of those who were born and not a short time ago and are now in the dough, thanks to soap operas.

### Stick to a Plan

After you've had your initial appointments plan a schedule and stick to it. Set aside two days a week, mornings or evenings. Continue your letter writing campaign, first, only a small portion of the original batch you sent out will be answered, and second, mail personal stages almost as frequently as actors. Naturally this adds to a constant headache.

Take the entire routine in your stride; don't worry about it or that self-reverently, and show all don't try to look to ways and means. After all, there are well-meaning directors. See, there are a little harder on the writer, that's all. Remember, you or your letter will find the right guy.

A week has gone by and no answer to your second batch of letters. Well, what about the telephone? If after one or two calls you still don't hear, write again, but avoid being tedious. A representative can always get a copy of pending things past a BA difference. Being persistent is an art. If any of the previous goals you've been achieving suddenly seem to be behind you in a rushing time, meeting already in a rushing time,

directors, don't make a note for them to be any less eager your opportunities. If he doesn't answer and in your calls he must have his reasons. The one-eyed with work, success to it every day and tonight, or the just isn't interested.

Let's assume you've been working the radio for a month now and so far, you haven't heard a word from the radio man. Let's then know you mean business. Write by letter your name will become familiar to them. Follow this procedure every two weeks or so. Many actors make the mistake of sending out elaborate cards, letters, pictures or book reviews. Stay if you are afraid it, but not really serious. If your individuality or talent will bring you to mind a trick reminder won't help.

### Handling the Audition

Now come the auditions! Are they necessary? Do they really help? Who knows? In most cases general auditions are held as a means of gathering to satisfy the demand of hundreds of applicants or someone's taste or taste. Your director can have time to listen when he has time. He may have a few days without a cast. Naturally an occasional someone or even a stage manager will stick on one of these mass hearings. A quick conference for the director and other producers follows, but this is not the film. Radio is an art and not a science. This is not the film of the broadcasting company. Most important, the director will display your material radio possibilities. Also include one or two scenes or sketches. The main point is to be known with interest. Don't have long talks about your talents. It is just as important to know what you cannot do as what you can do. Actors, known and unknown, sometimes find ways to make to help them find their direction. Only one criticism is always beneficial and an experienced teacher should be able to point out errors and give helpful hints to help them find their direction. The result might be termed capable but not always ending.

The actor has a way of frightening people. Many have actually quit when facing it. Naturally there are those when the radio does not affect at all. Being so easily affected, however, should not lessen the value of a performance. In most cases the actor intensifies the emotion. A broadcast is often sadder and less interesting because a performer is so tired and that his feelings are so tired. Don't let your nerves. The result might be termed capable but not always ending.

### Social Teeth Important

The social teeth is important to a radio actor. A great deal of employment is based on a few words in a person's name. There's nothing wrong in this procedure if you can get along with it. But remember, should you meet the person-in-the air, be careful, be careful. Don't drop such words as, "Oh, Mr. Smith, what about that part?" should you write Mr. Smith to conduct or learn with business in mind, tell him what you want right from the start. Don't let him think it is a social



Alan Brock

intention when you wish to surprise him with, "By the way, Mr. Smith, I have you are getting ready to cast and will work a script."

Keep in touch with those directors who know your work or who show an interest. Should you be cast in a Broadway production or do a special performance or radio program, let the director know. You can keep track of one of these might have heard or seen you, or had a change of heart. About once a month drop in to see these people and show them how to know. If you cannot get anyone have a look or a word. After a time they'll be bound to break down.

The bigger speakers supply their own reading direction. Again introduction by letter is done when the best person to get in, either one intelligence level will generally bring the actor results. As before, the audition process will present itself when the actor is well to advance. However, if a casting director has a general audition and then accepting one at various times present themselves. Unfortunately, in only one or two instances are there casting directors. In most cases, if a casting director offers you an encouragement, however, don't let it go. You can't please everyone. The biggest mistake has been to make the same way at one time or another.

### Your First Radio Job

Regardless of how small or how big your first radio job may be, give it all you've got. Listen to the director's script. Add your own ideas. It is better to do it something than to do it nothing. If you can, get the script in advance; familiarize yourself with it; don't memorize the part. One job leads to another. However, if you are given a new program by a local post particular actor-director, themselves or outside boss. Speculate in that particular field but without neglecting your other work.

Do everything that has to do with radio, including recordings. They are an important branch of the business. After you've worked in some of them be sure to listen to them when they are made. It is the best way to learn how you move around. Should you be cast in a certain dialect or accent role, there are several things to do in the city where you are. Study them and take away your own recording of the dialect.

An outstanding reason to do this directly is because you find that many directors use the same roles over and over. Some particularly good for newbies. They will not be a stock company of the air. It's not the people who make up the company and perhaps too work for the director.

ALAN BROCK, born in Chicago and long a resident of Washington, D. C., has been an actor since 1926. He has appeared with Helen Chandler and Allyn Joslyn in *The Moon Is a Good Woman* in his appearance in *Washington*. Four years in *Madame* and then in *Madame* on the stage. He has also worked in several Paramount productions, appearing in *Goodbye, Mr. Chips* and two years as general editor for a French newspaper, appeared in many programs on radio, and other stations in New York; past five years into theatrical agencies and recently has been manager for Ned Sherrin at the United States City, Portsmouth, Maine.

but the quality of the production often declines.

### The Stage-Radio Difference

Is there a basic difference between the stage and radio?

The ability to act on a audience, seen or unseen, is largely dependent upon the talent of the individual actor or actress. Good acting is good acting no matter where. The difference in procedure is that in radio the actor has to be able to get the feeling across to the audience. In radio the audience is confined to a single microphone; in the stage it is necessary to project across the footlights to an entire audience. After basic fundamentals are learned, whether it is stage, talking pictures or radio, the truly talented actor can generally adjust himself. Media knowledge under most conditions is easily imparted to the stage actor, as he improves his speech and attains new fields of vocal versatility. With it, all, however, this remains only half a character; a voice without a body. The stage actor must be able to show three visual characteristics, while the radio actor must be able to show three auditory characteristics of the use of his body as a necessary part of complete acting. The physical side of his training is fully transferable to life with sound and light. Then, all his microphone training is brought to a climax. In the long run this makes him more valuable to radio. It is a very simple matter for one medium to help the other. The stage and radio are no longer distant relatives. They should be encouraged to stick together. The answer to it reached the better it will be for both professions.

## Radio Writers Organize in Chi

CHICAGO, March 21.—Radio Writers' Guild, branch of the American League of America (ALA), was organized here. Temporary officers were set up to handle the new organization. The new branch, chairman, elected by an executive board of 10 directors. A possible membership of 100 writers and 100 producers is all encompassed and new writers are all as well as actors.

President of the new branch, said that negotiations with agencies and studios will begin after the membership drive.

## Crosley Buys Cincinnati Elix's Temple for Studios

CINCINNATI, March 21.—Beginning May 1 National WGN-WKAI will be their broadcasting show studios in 22nd Street. The new studios will be built on the site of an agreement by Cincinnati Lodge No. 2, BPOE, to sell the property to the Elix Company Corporation for \$100,000. The new studios will be built on the site of an agreement by Cincinnati Lodge No. 2, BPOE, to sell the property to the Elix Company Corporation for \$100,000.

The first-year show and brick structure was built in 1920 at a cost of \$100,000. The new studios will be built on the site of an agreement by Cincinnati Lodge No. 2, BPOE, to sell the property to the Elix Company Corporation for \$100,000. The new studios will be built on the site of an agreement by Cincinnati Lodge No. 2, BPOE, to sell the property to the Elix Company Corporation for \$100,000.











# The Marxian Approach to Band-Leading

By CHICO MARX

IT IS with great pleasure that I take my place as band to answer about touring questions of the day, not the least being of which is, "Hera, how the hell did you get into the band business?"

The answer is, briefly, that I like it fine, and it will get under before it gets serious, provided there isn't a show in the meantime.

CHICO MARX, who still plays a tricky piano and still reads like a book, is the leader of the band. Chico Marx is the company of his six brothers, Chico, Bud, Harpo, Al, Zeppo, and Groucho. Chico Marx is the company of his six brothers, Chico, Bud, Harpo, Al, Zeppo, and Groucho. Chico Marx is the company of his six brothers, Chico, Bud, Harpo, Al, Zeppo, and Groucho.

I have been a band leader for three months, which means I have a lot of experience, but I am not a professional. I have been a band leader for three months, which means I have a lot of experience, but I am not a professional.

The first thing I do when a peer tells me that I am a band leader is to ask him if he is a band leader. If he is, I ask him if he is a band leader. If he is, I ask him if he is a band leader.

But my main reason for becoming a band leader is to become a band leader. I want to become a band leader. I want to become a band leader.

I was sitting in my dressing room at the Waldorf Theatre in the Bronx one day a couple of months ago when the phone rang. It was a friend of mine calling to collect some money from me. I was sitting in my dressing room at the Waldorf Theatre in the Bronx one day a couple of months ago when the phone rang.

"Who's there?" he asked. "This is Chico," I replied. "What do you want?" he asked. "I want to become a band leader," I said. "Who's there?" he asked. "This is Chico," I replied. "What do you want?" he asked.

The way I like a woman is to take her by the hand and lead her to the door. I like a woman to take her by the hand and lead her to the door. I like a woman to take her by the hand and lead her to the door.

I'll never forget my first day in the band business. I began my tour at the Waldorf Theatre, Brooklyn, where I was known for having the longest wait-time in that part of the country. I'll never forget my first day in the band business. I began my tour at the Waldorf Theatre, Brooklyn, where I was known for having the longest wait-time in that part of the country.

When the band business came out in the papers, I knew I was in for a hard time. I knew I was in for a hard time. I knew I was in for a hard time.

Some to agree with me, the best in the band business to like the arrangements were giving them, to play, the people around at the right time and all, nobody else, and all, nobody else, and all, nobody else.

Remember people will not if I think the Marx Brothers will ever get together again. My answer to that query is, "I don't know."



Chico Marx

In the words of one of my friends, "Chico Marx" Groucho says his band playing music and writing music is the nature's natural process. Harpo plays 18 notes of all every day and then goes home to practice the horns for the rest of the day. I think other of those people who know how to play that thing, but to still practice.

The other day I took Harpo a note, telling him I could not take him and his band to my sister's wedding. He said, "I'll be there, I'll be there, I'll be there."

## Action Expected on SPA Front As Romberg Levels Sights on Copyright Problem, Disk Pay

NEW YORK, March 27.—Signed Romberg's decision to the presidency of Songwriters' Protective Association (SPA), predicted last December by the industry, is now being leveled on the music business, which says membership has long been pending. Romberg's decision to the presidency of Songwriters' Protective Association (SPA), predicted last December by the industry, is now being leveled on the music business, which says membership has long been pending.

A pioneer in SPA and the first president, Romberg was recently elected to replace Irving Berlin, who has been elected to replace Irving Berlin, who has been elected to replace Irving Berlin.

Among the points raised by this group, during the month preceding Groucho's election as president, was the need for securing the same publicity of copyright to songwriting as applies in the

publishing of plays and books. Little else has been heard from SPA leaders.

Divisibility of copyright, Romberg told the SPA board yesterday, is a fundamental objective and should be a revolutionary program in the song. It can be achieved, he said, by having the songwriters' protective association of the music business.

Romberg points out that there are many things wrong with the songwriters' association today, but that most of these can be solved by a drive at fundamental, basic change in the copyright problem. "When you have a band leader who is not a band leader, you are not a band leader," he said.

The progressive faction in SPA has been attempting to secure passage of a new fundamental copyright bill, but has been unsuccessful in the Senate. The progressive faction in SPA has been attempting to secure passage of a new fundamental copyright bill, but has been unsuccessful in the Senate.

In the new SPA, a provision that no more than two members of the SPA board can be elected to the SPA board in any one year, and no member of the SPA board can be an officer of SPA (president, treasurer, etc.).

Writers take it, in general, that, among other things, is Romberg's platform, will be activities of the association, more frequent meetings, installation of more democratic procedures in administering by-laws and rapid enforcement of these laws. Special attention will probably be paid to the record royalty problem.

## T. Dorsey Not Signed Yet

NEW YORK, March 27.—MCA-Victor, who should have, should have signed T. Dorsey, who should have, should have signed T. Dorsey, who should have, should have signed T. Dorsey.

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**Fair List**

A list of names and expenses will be found in the List Section of this issue.



# The Billboard

## MUSIC POPULARITY CHART

WEEK ENDING  
MARCH 20, 1942

### SONGS WITH MOST RADIO PLUGS

The following are the 16 leading songs on the basis of the largest number of stations (RWS, WBSZ, WABO and WOL) being a 1-5, 6-10, 11-15, 16-20, 21-25, 26-30, 31-35, 36-40, 41-45, 46-50, 51-55, 56-60, 61-65, 66-70, 71-75, 76-80, 81-85, 86-90, 91-95, 96-100, 101-105, 106-110, 111-115, 116-120, 121-125, 126-130, 131-135, 136-140, 141-145, 146-150, 151-155, 156-160, 161-165, 166-170, 171-175, 176-180, 181-185, 186-190, 191-195, 196-200, 201-205, 206-210, 211-215, 216-220, 221-225, 226-230, 231-235, 236-240, 241-245, 246-250, 251-255, 256-260, 261-265, 266-270, 271-275, 276-280, 281-285, 286-290, 291-295, 296-300, 301-305, 306-310, 311-315, 316-320, 321-325, 326-330, 331-335, 336-340, 341-345, 346-350, 351-355, 356-360, 361-365, 366-370, 371-375, 376-380, 381-385, 386-390, 391-395, 396-400, 401-405, 406-410, 411-415, 416-420, 421-425, 426-430, 431-435, 436-440, 441-445, 446-450, 451-455, 456-460, 461-465, 466-470, 471-475, 476-480, 481-485, 486-490, 491-495, 496-500, 501-505, 506-510, 511-515, 516-520, 521-525, 526-530, 531-535, 536-540, 541-545, 546-550, 551-555, 556-560, 561-565, 566-570, 571-575, 576-580, 581-585, 586-590, 591-595, 596-600, 601-605, 606-610, 611-615, 616-620, 621-625, 626-630, 631-635, 636-640, 641-645, 646-650, 651-655, 656-660, 661-665, 666-670, 671-675, 676-680, 681-685, 686-690, 691-695, 696-700, 701-705, 706-710, 711-715, 716-720, 721-725, 726-730, 731-735, 736-740, 741-745, 746-750, 751-755, 756-760, 761-765, 766-770, 771-775, 776-780, 781-785, 786-790, 791-795, 796-800, 801-805, 806-810, 811-815, 816-820, 821-825, 826-830, 831-835, 836-840, 841-845, 846-850, 851-855, 856-860, 861-865, 866-870, 871-875, 876-880, 881-885, 886-890, 891-895, 896-900, 901-905, 906-910, 911-915, 916-920, 921-925, 926-930, 931-935, 936-940, 941-945, 946-950, 951-955, 956-960, 961-965, 966-970, 971-975, 976-980, 981-985, 986-990, 991-995, 996-1000, 1001-1005, 1006-1010, 1011-1015, 1016-1020, 1021-1025, 1026-1030, 1031-1035, 1036-1040, 1041-1045, 1046-1050, 1051-1055, 1056-1060, 1061-1065, 1066-1070, 1071-1075, 1076-1080, 1081-1085, 1086-1090, 1091-1095, 1096-1100, 1101-1105, 1106-1110, 1111-1115, 1116-1120, 1121-1125, 1126-1130, 1131-1135, 1136-1140, 1141-1145, 1146-1150, 1151-1155, 1156-1160, 1161-1165, 1166-1170, 1171-1175, 1176-1180, 1181-1185, 1186-1190, 1191-1195, 1196-1200, 1201-1205, 1206-1210, 1211-1215, 1216-1220, 1221-1225, 1226-1230, 1231-1235, 1236-1240, 1241-1245, 1246-1250, 1251-1255, 1256-1260, 1261-1265, 1266-1270, 1271-1275, 1276-1280, 1281-1285, 1286-1290, 1291-1295, 1296-1300, 1301-1305, 1306-1310, 1311-1315, 1316-1320, 1321-1325, 1326-1330, 1331-1335, 1336-1340, 1341-1345, 1346-1350, 1351-1355, 1356-1360, 1361-1365, 1366-1370, 1371-1375, 1376-1380, 1381-1385, 1386-1390, 1391-1395, 1396-1400, 1401-1405, 1406-1410, 1411-1415, 1416-1420, 1421-1425, 1426-1430, 1431-1435, 1436-1440, 1441-1445, 1446-1450, 1451-1455, 1456-1460, 1461-1465, 1466-1470, 1471-1475, 1476-1480, 1481-1485, 1486-1490, 1491-1495, 1496-1500, 1501-1505, 1506-1510, 1511-1515, 1516-1520, 1521-1525, 1526-1530, 1531-1535, 1536-1540, 1541-1545, 1546-1550, 1551-1555, 1556-1560, 1561-1565, 1566-1570, 1571-1575, 1576-1580, 1581-1585, 1586-1590, 1591-1595, 1596-1600, 1601-1605, 1606-1610, 1611-1615, 1616-1620, 1621-1625, 1626-1630, 1631-1635, 1636-1640, 1641-1645, 1646-1650, 1651-1655, 1656-1660, 1661-1665, 1666-1670, 1671-1675, 1676-1680, 1681-1685, 1686-1690, 1691-1695, 1696-1700, 1701-1705, 1706-1710, 1711-1715, 1716-1720, 1721-1725, 1726-1730, 1731-1735, 1736-1740, 1741-1745, 1746-1750, 1751-1755, 1756-1760, 1761-1765, 1766-1770, 1771-1775, 1776-1780, 1781-1785, 1786-1790, 1791-1795, 1796-1800, 1801-1805, 1806-1810, 1811-1815, 1816-1820, 1821-1825, 1826-1830, 1831-1835, 1836-1840, 1841-1845, 1846-1850, 1851-1855, 1856-1860, 1861-1865, 1866-1870, 1871-1875, 1876-1880, 1881-1885, 1886-1890, 1891-1895, 1896-1900, 1901-1905, 1906-1910, 1911-1915, 1916-1920, 1921-1925, 1926-1930, 1931-1935, 1936-1940, 1941-1945, 1946-1950, 1951-1955, 1956-1960, 1961-1965, 1966-1970, 1971-1975, 1976-1980, 1981-1985, 1986-1990, 1991-1995, 1996-2000, 2001-2005, 2006-2010, 2011-2015, 2016-2020, 2021-2025, 2026-2030, 2031-2035, 2036-2040, 2041-2045, 2046-2050, 2051-2055, 2056-2060, 2061-2065, 2066-2070, 2071-2075, 2076-2080, 2081-2085, 2086-2090, 2091-2095, 2096-2100, 2101-2105, 2106-2110, 2111-2115, 2116-2120, 2121-2125, 2126-2130, 2131-2135, 2136-2140, 2141-2145, 2146-2150, 2151-2155, 2156-2160, 2161-2165, 2166-2170, 2171-2175, 2176-2180, 2181-2185, 2186-2190, 2191-2195, 2196-2200, 2201-2205, 2206-2210, 2211-2215, 2216-2220, 2221-2225, 2226-2230, 2231-2235, 2236-2240, 2241-2245, 2246-2250, 2251-2255, 2256-2260, 2261-2265, 2266-2270, 2271-2275, 2276-2280, 2281-2285, 2286-2290, 2291-2295, 2296-2300, 2301-2305, 2306-2310, 2311-2315, 2316-2320, 2321-2325, 2326-2330, 2331-2335, 2336-2340, 2341-2345, 2346-2350, 2351-2355, 2356-2360, 2361-2365, 2366-2370, 2371-2375, 2376-2380, 2381-2385, 2386-2390, 2391-2395, 2396-2400, 2401-2405, 2406-2410, 2411-2415, 2416-2420, 2421-2425, 2426-2430, 2431-2435, 2436-2440, 2441-2445, 2446-2450, 2451-2455, 2456-2460, 2461-2465, 2466-2470, 2471-2475, 2476-2480, 2481-2485, 2486-2490, 2491-2495, 2496-2500, 2501-2505, 2506-2510, 2511-2515, 2516-2520, 2521-2525, 2526-2530, 2531-2535, 2536-2540, 2541-2545, 2546-2550, 2551-2555, 2556-2560, 2561-2565, 2566-2570, 2571-2575, 2576-2580, 2581-2585, 2586-2590, 2591-2595, 2596-2600, 2601-2605, 2606-2610, 2611-2615, 2616-2620, 2621-2625, 2626-2630, 2631-2635, 2636-2640, 2641-2645, 2646-2650, 2651-2655, 2656-2660, 2661-2665, 2666-2670, 2671-2675, 2676-2680, 2681-2685, 2686-2690, 2691-2695, 2696-2700, 2701-2705, 2706-2710, 2711-2715, 2716-2720, 2721-2725, 2726-2730, 2731-2735, 2736-2740, 2741-2745, 2746-2750, 2751-2755, 2756-2760, 2761-2765, 2766-2770, 2771-2775, 2776-2780, 2781-2785, 2786-2790, 2791-2795, 2796-2800, 2801-2805, 2806-2810, 2811-2815, 2816-2820, 2821-2825, 2826-2830, 2831-2835, 2836-2840, 2841-2845, 2846-2850, 2851-2855, 2856-2860, 2861-2865, 2866-2870, 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3781-3785, 3786-3790, 3791-3795, 3796-3800, 3801-3805, 3806-3810, 3811-3815, 3816-3820, 3821-3825, 3826-3830, 3831-3835, 3836-3840, 3841-3845, 3846-3850, 3851-3855, 3856-3860, 3861-3865, 3866-3870, 3871-3875, 3876-3880, 3881-3885, 3886-3890, 3891-3895, 3896-3900, 3901-3905, 3906-3910, 3911-3915, 3916-3920, 3921-3925, 3926-3930, 3931-3935, 3936-3940, 3941-3945, 3946-3950, 3951-3955, 3956-3960, 3961-3965, 3966-3970, 3971-3975, 3976-3980, 3981-3985, 3986-3990, 3991-3995, 3996-4000, 4001-4005, 4006-4010, 4011-4015, 4016-4020, 4021-4025, 4026-4030, 4031-4035, 4036-4040, 4041-4045, 4046-4050, 4051-4055, 4056-4060, 4061-4065, 4066-4070, 4071-4075, 4076-4080, 4081-4085, 4086-4090, 4091-4095, 4096-4100, 4101-4105, 4106-4110, 4111-4115, 4116-4120, 4121-4125, 4126-4130, 4131-4135, 4136-4140, 4141-4145, 4146-4150, 4151-4155, 4156-4160, 4161-4165, 4166-4170, 4171-4175, 4176-4180, 4181-4185, 4186-4190, 4191-4195, 4196-4200, 4201-4205, 4206-4210, 4211-4215, 4216-4220, 4221-4225, 4226-4230, 4231-4235, 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5146-5150, 5151-5155, 5156-5160, 5161-5165, 5166-5170, 5171-5175, 5176-5180, 5181-5185, 5186-5190, 5191-5195, 5196-5200, 5201-5205, 5206-5210, 5211-5215, 5216-5220, 5221-5225, 5226-5230, 5231-5235, 5236-5240, 5241-5245, 5246-5250, 5251-5255, 5256-5260, 5261-5265, 5266-5270, 5271-5275, 5276-5280, 5281-5285, 5286-5290, 5291-5295, 5296-5300, 5301-5305, 5306-5310, 5311-5315, 5316-5320, 5321-5325, 5326-5330, 5331-5335, 5336-5340, 5341-5345, 5346-5350, 5351-5355, 5356-5360, 5361-5365, 5366-5370, 5371-5375, 5376-5380, 5381-5385, 5386-5390, 5391-5395, 5396-5400, 5401-5405, 5406-5410, 5411-5415, 5416-5420, 5421-5425, 5426-5430, 5431-5435, 5436-5440, 5441-5445, 5446-5450, 5451-5455, 5456-5460, 5461-5465, 5466-5470, 5471-5475, 5476-5480, 5481-5485, 5486-5490, 5491-5495, 5496-5500, 5501-5505, 5506-5510, 5511-5515, 5516-5520, 5521-5525, 5526-5530, 5531-5535, 5536-5540, 5541-5545, 5546-5550, 5551-5555, 5556-5560, 5561-5565, 5566-5570, 5571-5575, 5576-5580, 5581-5585, 5586-5590, 5591-5595, 5596-5600, 5601-5605, 5606-5610, 5611-5615, 5616-5620, 5621-5625, 5626-5630, 5631-5635, 5636-5640, 5641-5645, 5646-5650, 5651-5655, 5656-5660, 5661-5665, 5

# Is it a Trend?

By SHED FIELDS

**F**ORWARDLY, when I decided about a year ago to rekindle my band and leave out the "Ragtime Rhythm" and the brass section, I wasn't giving any thought at all to the subject of whether or not I was going to create any musical trend. The fact it was an experiment, and if it turned out to be successful, that was enough for me. However, in the weeks between, say time something may make the grade it seems always to be judged by the time on the basis of how wide or big a trend it starts. For that reason, almost a year since I started with my all-woodwind band, the question I got asked on the road often is: "Do ya' think it'll be a trend, hey?"

**SHED FIELDS** attachment to reed and woodwind instruments has almost always had an effect on the musical life. He started his own orchestra in high school because the band director had an aversion to saxophones and wouldn't let him play in the regular school band. Now he again stands out as a pioneer as a result of his year for the soft-sounding reeds and woodwinds. Fields has the only dance band (not just accompanying this activity in the country) made up entirely of soft-sounding and woodwind instruments. His concern has already been spelled by the fact that the new band is just about a year old and has won followers at every position. They call the "major" and "minor" in like stride.

I still don't care if my band sets the trend or start with playing starts a trend. The primary lies behind the recognition of the music, was to stress the distinction in style and still maintain a good dance and show band. If we can do that, I'd be satisfied and will have accomplished what I set out to do. Naturally, if this style does start a trend among other bands, I will not be sore, because that would be an added proof of our success. But for the present, the main band is so busy working with an instrumentation which is still new that it isn't time to worry about trends. What the customers are thinking about is as much more important.

The really important trend for the band leader to watch all of the time is the ever-changing pop music taste of the people. I remember that when I first announced my plan to form a strictly woodwind and reed band, leaving all brass out, many friends in the trade were skeptical. They wanted me to keep the younger generation especially would

drop the new set-up like a hot coal because they said it was the brass section that set the swing pace and attracted the kids. These men were totally the reverse in an era, like the backside in a football team.

There was no doubt something in what they said, but I felt that the early swing stage of swing had passed its zenith and that this time was an opportune as any to start my business experiment. Of course, my plans were much deeper than just dropping all brass. I wanted to build an entirely new band and put on the stand an instrumentation completely different from any put out by dance bands. My purpose was to be able to give out with a kind of music and arrangements which would create a style all its own. This difference I believed (and have since proved) would more than make up for the loss caused by dropping all brass.

When we were going to promote the new band, it was set up with four rhythm sections—drums, bass and electric guitar. But of the orchestra included also advance handling as early as 30 instruments, including oboe, flute, piccolo and bass and soprano sax, as well as alto and baritone. With this absolutely unprecedented instrumentation we had plenty of new fields to work out in so far as arrangements were concerned. And we are still discovering new new-ness after nearly a year with the new organization.

It is my conviction that people don't like the values of music, but in the rhythm. In spite of the fact that we do not use any brass, we have retained by means of new and unusual combinations, the drive and lift that the bands thought could only be achieved by the use of brass. Our instrumentation has made it possible for us to play as softly as we like or as loud as we like and still never be noisy. There is no more too much or too little for us in our completely ourselves, and that gives us an army so well as a ballroom or hotel.

Ever since starting out with the new band I have not taken less of curiosity from the customers. All kinds of questions are asked by dancers and on-lookers. And they all show a definite interest in what we're doing. Many of our first customers evidently expected to hear something weird or strange because of the fact that brass was left out. It amazed them to discover that they could dance to the music, and most of them were surprised to find that they never missed the brass.

Reaction of a new type were not confined to customers alone, either. Some in the band showed more enthusiasm



The Shed Fields Big Band Orchestra

over the new instrumentation than any band of musicians I ever led before. I think that one of the reasons for this is the fact that in this band there is no independent chair. Each instrument is a really integral part of every arrangement, and his contribution of this creates enthusiasm. For example, a baritone sax solo in this band has a real job to do because that instrument goes much further toward building a foundation for our arrangements than in most ensembles, where, if used, it would be just a sort of little wind.

It is this type of band instrumentation which creates any feeling that might have been felt by the character of the brass section. This "molding" by the reeds is done usually in three elements: instrument color, who hasn't understood how the band still sounds as full without the brass. The arrangements are designed so that they bring into action as many of the 30 reeds and woodwinds as possible. Not only does this make for a varied inflection, but it also gives us infinite possibilities for creating new effects.

I've found this particularly true when it comes to adapting music and arrangements to dance tempo. The effects that can be given are really unique. An example is our arrangement of "The Lord, which we recorded and play on all about Broadway. There are passages that sound exactly as if the number were being played by a huge orchestra. Such effects are doing a lot toward making the band unique and we also getting a large following of fans.

To prove our reasoning further, we have just recorded an instrumental—some jazz tune called "Jerry Brown," and also a march, "The Colonel's Big Band"—both types for which brass was formerly considered indispensable.

So, whether it's a trend or not, I do know that the band is something dif-

ferent, and that we have met with good reactions wherever we've played. I don't believe we could have picked a better time (withholding music) to appear to have launched this particular type of band. Many bands are using larger reed sections; the slower, sentimental type of music is gaining favor over the more rhythmic swing style, and interest in sentimental music is higher than ever before. With these things being so, and the band being built along the lines that it is, I think we have a good chance of at least creating a trend for some time.

## Byrne Does \$1,126 at Ritz

**BIRMINGHAM, Ala., March 25.**—Twenty Byrnes, in for a one-nighter at Ritz Ballroom here Sunday (25), did well, drawing a sizable 1,126 crowd. (Bill) 1941 at 66 cents, gross totaled \$1,126.60. Byrne says that he plans to take a two-week vacation, after which he will change his band. "Showtime" (22) McKeel-Twin: One Red week after.

## A Hep Talk

**NEW YORK, March 21.**—Picking up the lines of English, French, Greek, and Dutch, and Harry Lane, Japanese, the last word now has been British. One of the Turkish restaurant in the United States, also in the newest international discipline of the to bring his critical account to American people is in New York. About that young foreign band that English in England about eight years ago, and has never answered. One a collection now of thousands of records devoted to the new principle of jazz, and that that knowledge will be a great report as WMA's Fortissimo program, conducted by Ben Holt, Leonard Feather and Milton Glass, last Sunday (20).

## A NEW "JOE DAVIS" SONG HIT

# SWEETHEART SERENADE

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## Loew's State, New York

(Reopened Saturday Evening, March 28)  
Current left quads which had stood still about 25 minutes' time, by being it down in respect from. Harry S. Brown and Louis Brown, at the side of the stage, play the talent. Harry S. Brown, at the side of the stage, play the talent. Harry S. Brown, at the side of the stage, play the talent.

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GOLDEN GATE THEATER, SAN FRANCISCO

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## Vaudeville Reviews

to sharp wit and delivered with dramatic flair. He will have his greatest hits, including the "The Great Escape," which resulted in a sold-out house.

Opened in the Philadelphia, Pa., market for which he had an excellent record. He will have his greatest hits, including the "The Great Escape," which resulted in a sold-out house.

Best in vaudeville with a good record. He will have his greatest hits, including the "The Great Escape," which resulted in a sold-out house.

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## Oriental, Chicago

(Reopened Friday Afternoon, March 28)

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## Orpheum, Los Angeles

(Reopened Friday Evening, March 28)

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# IA. AND VA. ARE LINED UP

## Richmond Has Okay for '42

RICHMOND, Va., March 21.—Proposed use of Virginia State Fair grounds here by the war department will not affect the state fair, it is believed, due to the fact that the army expects to complete facilities for handling the proposed military school at Camp Lee by September 1.

This training school for active auxiliaries may be established on the fair grounds, it was learned, following consultation in the board of advisors of a petition by the War Department asking (See *Civil War Soldiers* on page 12)

## War Use Calls Off Ohio State

COLUMBUS, O., March 21.—Gov. John W. Bricker on Thursday cancelled the 1942 Ohio State Fair. He said that Wendell P. Patterson, Undersecretary of War, had telegraphed him that the nation (See *Ohio River Cities* on page 47)

### Fair List

A list of fairs and expositions will be found in the List Section of this issue.

## Up-to-Date Summary of Fed Tax Info Regarding Outdoor Biz Admissions

FOR the convenience of outdoor amusement operators *The Billboard* has gathered the following information on federal taxes which must be paid on the operations of their business. We do not include data on income taxes or Social Security assessments on the assumption that all business men are familiar with the rules in effect and with the workings of competition. Nor do we include those laws which the industry may pay in the form of sales taxes, and which the government collects from the seller.

For the most part, it is hoped that the following information will help to clear up any confusion about application of admission taxes. Also this form of taxation has been on the statute for many years the extension of the application and the bearing of application have made it one of the most complex.

### Admission Taxes

These apply whenever and whenever a price is charged for admission, regardless

of the nature of services or entertainments offered in exchange for the admission charge. The tax imposed shall be paid by the person paying for admission. The rate generally is 1 cent for each 10 cents or fraction thereof of the amount paid for admission in any place, including admission by season ticket or subscription. However, no tax shall be imposed on the amount paid for the admission of a child under 12 years of age if the amount paid is less than 10 cents. Few other exceptions are allowed but these special cases will be explained under pertinent sections. Under the terms of the Internal Revenue Code it is necessary that persons charging admissions to their place of business using season tickets before the price of admission and the amount of the tax or to maintain some kind of mechanical device or other method which will register the number of persons entering. If a mechanical device such as a turnstile (See *Admission Tax Summary* page 19)

## Contracts Let In Des Moines

Attractions are booked for usual 10 days—budget is trimmed about 10 per cent

DES MOINES, March 21.—Des Moines State Fair board has cut about 10 per cent from its budget of 1941 and gone ahead with plans for 1942. Secretary Lloyd Cunningham said, after a full board meeting, that the budget reduction had been agreed but that the fair would not be "retrograded."

Board signed contracts with Bureau-Carrington for grandstand attractions, to be held in the Iowa State Fair pavilion. On the Pavilion, as usual, eight night shows will be given. There will be horse and running races on these afternoons (See *Des Moines Contracts* on page 12)

## Pomona Wants Daylight Show

LOS ANGELES, March 21.—A daylight Los Angeles County Fair in Pomona without many racing and night programs was planned here during a conference between C. D. (Jack) Allisterberg, secretary-manager of the fair, and Roger W. Joseph, chairman of the Board of Supervisors. Operating a daylight fair (See *Day Fair for Pomona?* on page 47)

## Plant of ESE Not Needed by Military; Normal Plans Made

SPRINGFIELD, Mass., March 21.—Grand Manager Charles A. Nash, Eastern States Exposition here, said a 1942 fair would be built on a normal scale. He said this plant had been surveyed by the War Department as a possible site for building troops. "We have had no intention that we will be taken over by the War Department in any way," he declared, "and informed sources have confirmed this."

Col. Ulysses O. Jones, commanding at Fort at neighboring Western Field, said he knew of no plans for taking the location by the army. He denied knowledge of any plans by which the grounds would be taken over for a quartermaster (See *ESE Plant Not Needed* on page 47)



LEONARD TRAUB



J. C. McCAFFERTY



IRVIN MORAN



CARL J. SEDLMAYR



A. R. COREY



FRANK P. DUFFIELD



FRANK H. KINNAMAN

AMONG THE MEN ACTIVE in completing organization of the Outdoor Amusement Congress in Chicago on March 6 and 7 were President Carl J. Sedlmayr, president of the Showmen's League of America and general manager of Royal American Shows; A. R. Corey, executive vice-president, who for 10 years was secretary of Iowa State Fair, Des Moines; Frank P. Duffield, chairman of the ways and means committee and head of The Duffield-Farmer Company, Secretary Frank H. Kinnaman, who secretary of the IAFA and of Brantford (Mass.) Fair; Leonard Traub, associate tender officer of The Biltmore, New York, who is credited with having conceived the OAC idea; J. C. McCafferty, member of the executive council and general manager of the Amusement Corporation of America, who is chairman of the new Outdoor Amusement Committee of the Amusement and Recreation Division of the Chicago Commission on National Defense to raise funds for the Red Cross; J. P. (Irvin) Moran, executive director, who is Eastern chief of the Jimmie Lynch Death Dodgers and was the first prize in the amusement industry to take the lead in launching the OAC.





















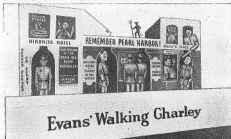


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Here's timely, up-to-the-minute "Jack the Lip and Smack Hitler" appeal that doubles and triples the popularity of the greatest of all ball throwing games! The clever new background and 39-Nazi character figures will stop 'em in their tracks and keep 'em throwing until the last light is downed on the Midway! The indestructible, 300-plus figures and best-great mechanism are built to take it! Get this sensational new treatment of an old favorite on location, and you'll see bigger profits than ever before! Get all the info on Evans' Walking Charley for '42, best bet in any Park, on any Midway!

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A time-tested, profit-proven favorite is this flashy wheel! Jumbo Dice Wheel is its most popular form and gives the operator a highly satisfactory percentage. Precision built, perfectly balanced and brilliantly finished with glass-covered face and gleaming contents. Available in 50" diameter or the better 36" diameter. Evans offers a wide variety of other popular wheels. Write for catalog.



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Evans' Pennies' popularity again rated by its profits. Don't miss! Available in 25" diameter for small locations. Complete 375" machine available in the proportion that suits your operation. Can be handled with one or two men. Single attraction of remarkable dividend based on steady income. Write!

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Take! Automatic Devil's Bowling Alley, when used with the proper system, makes popular out of luck! Regulate parties 50 in, with 100 two-way push-up balls. Best combination throughout. Available for 25" or 30" operation. Write for complete information now!



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## West Virginia

### References

**Alabama**

Darby Park, B. L. 19

**Colorado**  
 See **Paras-Colorado** **Amphipod** **Paras. T. C.**  
**Colorado**, pool, rocky streambed.

**Connecticut**  
**Shrop.-Wilford** **Paras. T. C.** **Shropshire**,  
 Connecticut, pool, rocky streambed.  
**Shropshire**, Connecticut, pool, rocky streambed.

**Florida**  
**Paras.-Bayview** **Paras. T. C.** **Bayview**,  
 Florida, pool, rocky streambed.  
**Paras.-Bayview** **Paras. T. C.** **Bayview**,  
 Florida, pool, rocky streambed.

**Georgia**  
**Paras.-Rogers** **Paras. T. C.** **Rogers**,  
 Georgia, pool, rocky streambed.  
**Paras.-Rogers** **Paras. T. C.** **Rogers**,  
 Georgia, pool, rocky streambed.

**Illinois**  
 See **Paras-Illinois** **Amphipod** **Paras. T. C.**  
**Illinois**, pool, rocky streambed.

**Isle of Man**

**Convenient**  
Hwy. 101, 10 mi. S. of San Jose, Calif.

**South Carolina**  
 Dept. of Parks, Recreation

**Florida**

1999-2000

[illegible]

### Supplementary List

(The following are not completely equipped astronomical parts, but have such, non-operated machines, rods and book machines and sets.)

### Alachlor

**Indian**

## Artemis

Wm. Mosher Park & Moss, Murrey Valley, sept.; has four flies, penny alder, oak-cherry, rose, D. & Waterhouse, or, D. & Waterhouse, sept.; has two, late, mossy-green, rose, penny, D. & Waterhouse, pay and oak soles.

## Colorado

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Minerals, Parks, IF,  
1 Nov 1988. 1000.

**Iowa**  
 Judge—Des Moines Park, Mrs. L. E. Asa-  
 ng, owner; Jay Longstaff, mng.; bus-  
 rick; luncheon and refreshments.  
 See—Shall Park, Walter Phillips, owner-  
 ; bus track, track.

## Florida

**Kansas**  
 La.—Bandy Beach, Norton E. Chandler  
 La.—Bandy Beach, Norton E. Chandler

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678,

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**Indiana—Linden Park & Fort Pleasant**  
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 or; Chandler P. Siskind, or-gr; last per-  
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**THE "GREATEST SHOW" ON EARTH... ALL UNDER ONE COVER—FIRST—COMPLETE—BEST.**

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The Billboard ALONE "covers" all branches of the amusement business, I.R. Music, which is an integral part of almost every form of professional entertainment. The Billboard news coverage includes the activities in every important branch of entertainment—written from the performer or showman's angle.

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**MAIL THIS COUPON WITH \$1.00—DO IT NOW!**





# Coin Machines

AMUSEMENT... MUSIC... VENDING... SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Advertising Bldg., 125 N. Sixth St.,  
Chicago, Ill.

## Our Marching Orders

The coin machine manufacturing industry had been expecting for some time that orders would eventually be issued by the government to cease the manufacturing of practically all types of coin machines. On March 16 the War Production Board issued an order (L-21-a) to cease the manufacture of phonographs (automatic), weighing machines and amusement and gaming devices on May 1, 1942. The order to cease the manufacture of practically all types of vending machines was issued on March 17. The stoppage of vending machine manufacture is to take effect April 30.

Thus, May 1 will become a historic date in the manufacturing industry. Many adjustments will have to be made by manufacturers in the interim, and also distributors for the manufacturers will have their problems.

The first major problem of the industry now becomes that of getting as many manufacturing plants as possible in the business of producing war materials as quickly as possible.

The press releases given out by the War Department and the War Production Board were favorable to the coin machine industry. They especially complimented the inventive talent which the industry has. It is understood that the WPB wants the full benefit of the skilled help in the coin machine plants as quickly as possible.

The press releases said there were approximately 30 companies affected by the order on juke boxes, games, scales, etc., and that 11 of these firms were already producing parts for war machines. The release on vending machines said about 70 firms were affected, that 25 per cent of these can be turned over to war work, that 10 per cent are already in direct war production and another 10 per cent are in the process of conversion.

The manufacturing industry has long since expressed its willingness to co-operate in the production of war materials. That many of the plants are or soon will be a part of the vast production machinery of the war program now is a certainty.

There has been some impatience about the seeming slowness in getting war work for the coin machine plants. Like many other small industries, the government program seemed mighty slow in getting around to them. Such impatience, however, will not help to win the war.

Americans who grow impatient should remember that the American people were bitterly divided until Pearl Harbor and fighting among themselves more than they were fighting Hitler. The rash and confusion since December 7 has been terrific. If the majority of the people had taken the war seriously in time, the United States would have been busy thru the whole of 1940 and 1941. In fact, if the majority had been thinking we would have been hurrying up in 1938. But that is water over the dam. The best way to help the coin machine industry now is to help the nation win the war as soon as possible.

The second major problem of the industry from now on is to maintain the operating business at as high a state of efficiency as possible.

Already it is becoming evident more and more every day that the operator will have many problems of shortages other than that of new machines. The operator is deeply concerned about the rationing of trucks, cars, tires, gas and many other things necessary to the business of being an operator. Even in the fields where rationing does not apply there are already shortages that directly affect the operator. These shortages include many items from the light bulbs he uses in his machines to bigger and more vital items. Such shortages are likely to become more serious as time goes on.

The WPB orders just issued on stopping the manufacture of machines are not clear as to the future supply of parts for machines. Already we have received many inquiries on this point. The custom of the WPB is to issue a basic order and a later supplementary order is issued to clarify certain points, and especially that relating to parts and repairs. The coin machine industry may expect that later explanatory orders will be issued on certain points. The order L-21-a will place a ban on repair parts for gaming devices; repair parts for other types of machines will apparently be provided for.

Increasing interest will now center in the operator and how he will be able to adjust himself to changing conditions. The coming months will be eventful for the coin machine industry. The industry will do the best it can under the circumstances and also its bit to help lick the enemy.



RAISE AND HOLD PRODUCTION in the war effort. Juke boxes, scales, etc., and that 11 of these firms were already producing parts for war machines. The release on vending machines said about 70 firms were affected, that 25 per cent of these can be turned over to war work, that 10 per cent are already in direct war production and another 10 per cent are in the process of conversion.















# MEN MACHINES

Conducted by C. R. STARK

Communications to 155 North Clark Street, Chicago

## Thought for the Week

We can all look forward to the fact that the Office of Civilian Defense (OCD) is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

## Information on the Show

The long-awaited War Production Board order to permit the manufacture of coin machines was issued during the past week. It is expected to be in effect by the time the exposition opens. The O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

## Whisker Issue

There is a definite issue. The War Production Board Order, which changing the entire outlook for the industry, is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

## Hull Had's Editorial

A letter received from Mrs. C. R. Stark, 155 North Clark Street, Chicago, Illinois.

WALTER W. STARK, 155 N. CLARK, CHICAGO, ILL. 60610. YOUR EDITORIAL, HOW TO WIN THE WAR IN MARCH 21 ISSUE IS POWERFUL, COORDINATED AND TIMELY. PLEASE SEND YOUR NAME, ADDRESS AND MAIL TO ALL 30-CENT NEWS COM-

## ENTERTAINMENT AND GAMES OF NATIONAL PALACE, NEW ORLEANS.

## Communication on The Billboard's Association Award Plaque

"It is interesting to note the opinion of the one person who is not a member of the plaque group and who is not a member of the plaque group. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

## Add Letter Chicago

For the record, the Chicago Tribune, March 28, 1942, has a story on the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

## Genco Play Ball Well Received

CHICAGO, March 28 (UPI)—Genco's new ball game, "Genco Play Ball," is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

"The general feeling is that the game is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

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## Industry Talent Praised . . .

WASHINGTON, March 24.—A news release here March 9 stated that manufacturers of pinball machines and music boxes will switch to the production of important parts for Army Signal Corps radio sets, under procurement plans announced by the War Department.

The announcement paid a compliment to the coin machine industry by saying that it had important inventive talent.

The devices made by the coin machine industry, it was pointed out, have been affected considerably by priorities. The manufacturing facilities, raw materials and inventive talent that went into the highly ornamented pinball games and phonographs will henceforth be converted to the production of communication equipment for the armed forces.

## Sullivan-Nolan Gives New Service

CHICAGO, March 28 (UPI)—A new type of service is being offered by the Sullivan-Nolan Company, Chicago, for the manufacture and assembly of coin games, including the production of the new service, which is the production of the new service, which is the production of the new service.

"The new service is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

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made in their factories, or directed out over the air to the operator in the new service. The new service is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

"We are now making these and can give a service which is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

## G. V. Co-Operates With Customers

NEW YORK, March 28 (UPI)—The G. V. Co., a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

"We are always willing to help our customers in the way of a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

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## Chicken Sam Operators "HIT THE DIRTY JAP"

Change Over Unit Now Ready For Delivery

Unit consists of entirely new molded top figures. This is not a remodel or cardboard figure. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition. It is a fact that the O.C.D. is a co-sponsor of the 1942 National Amusement Machine Exposition.

This is Red Hot—Order Now Cash In

\$15.00 Complete F. O. D. San Antonio, Texas. Terms: 50% with Order, Balance C. O. D. (Payment in full with order will save C. O. D. fee.)

Sample Set With Money Back Guarantee If Not Satisfied

DONA FIDE DISTRIBUTORS, WHITE

Manufactured Exclusively By

HAROLD W. THOMPSON

(Seeburg Phonograph Distributor)

415 CAROLINA ST. SAN ANTONIO, TEX.

ATTENTION OPERATORS—IMMEDIATE DELIVERY

BRAND NEW MACHINES IN ORIGINAL CARTONS

With One Unit, Don't Miss Out On The Big Money



NORMAN B. COLLINS, of the U. S. Treasury Department, estimates 1940 Amusement machine and pinball trade for co-operation in raising up 36 per cent, string for 300-odd distributors for Defense Bonds. (UPI)





# Decca, NAPA Fail To Agree On Use of Waring Recordings

Recording firm says it's okay to use Waring disks in phonos, but NAPA says no—operators wary of being caught in the middle

NEW YORK, March 26.—Operators who noted Fred Waring's refusal to let them use three months ago when he asked a contract with Decca did not believe success or not to put the recording disks on their machines. Decca's story was that it had been legal experts told them of the National As-

sociation of Performing Artists and not come to its solution or not. Fred Waring's new contract shows his story to be used by some phonograph operators or some machine without a NAPA license.

Decca said this week that there was nothing in the contract which would have prevented Waring's disks being used by some phonograph operators or radio station. However, J. Spence, NAPA attorney, claims that Decca is wrong, because, he says, he drew up the phonograph clause and it definitely calls for a NAPA license of Waring's recordings when used for other than home consumption.

While NAPA was originally organized by Waring more than four years ago, the organization was to collect a license fee for its members whose own recordings were used commercially. NAPA will have a lot to say in the future, according to Spence, in avoiding a proposed amendment to the Federal Copyright Act.

Waring's claim, with Decca three months ago, stated the first making deal made had been in 1935. The present legal controversy was brought to light here last week when it was learned that Decca would soon release a Waring recording of "The Harp Song." Spence's lawyer has been repeatedly popular in amusements recently with other bands and groups. When Decca was asked if Waring's version would be available to juke operators, the club owner stated it did not see why not.

Decca's legal division takes the stand that the amendment, direct providing to NAPA, does nothing more than to replace the "blanket rule." In other words of NAPA should use its own or get a change in the Copyright Act. Decca would recognize it as part of the contract with Waring. However, Decca is of the opinion that there is nothing in the contract that would allow them to use Waring's disks now.

Spence admits that there is nothing

NAPA can do to prevent Decca from selling Waring's disks to whomsoever it wishes. "We should have said more words in a ruling phrase operator we have every right to take action if the operator plays them in his business," Spence said. He added that pending legislation had no bearing on the matter in the Waring-Decca contract.

Then NAPA will be waiting for "su-

perintendent" seems to be a logical conclusion, and some phonograph operators will be waiting to see what Decca will do. Waring disks as last position, providing he could have shown what he had in mind sort of comparison.

Of better interest, too, a whether or not the Waring contract will act as a precedent which will cause a series of early agreements between local and artists, with the former joining NAPA.

**TO KEEP AHEAD  
KEEP IN TOUCH WITH  
YOUR BUCKLEY DISTRIBUTOR!**



**DISTRIBUTOR GLEN YUILLE  
OF PONTIAC, MICH.**

**SAYS:**

"What reason we use had to choose Buckley Music System with their 'Three-in-One' System, we are naturally in a position to give anyone complete information as to its effectiveness. Before we can make another statement, we say for it is in security... that Buckley Music System is the greatest money-making machine in all amusements music history. From the very first day Buckley Music System has been installed and broken wherever they were installed. They sell from nothing around. They attracted hundreds of applications we hardly had with much equipment. They have never failed to bring right order after most order have been operator who started with them. Without any doubt—Buckley Music System with their 'Three-in-One' System is the GREATEST OF THEM ALL!"

**WHEN YOU THINK  
OF MUSIC—THINK  
OF BUCKLEY FIRST!**



**BUCKLEY MUSIC SYSTEM INC. • 4225 W. LAKE ST. • CHICAGO**

## MUSIC OPERATORS!

YOU HAVEN'T MUCH TIME LEFT TO BUY THE NECESSARY EQUIPMENT TO MAINTAIN YOUR BUSINESS FOR THE DECADE! WRITE NOW FOR FULL DETAILS ON THE GREATEST NEWS IN MUSIC HISTORY TO HELP YOU MAINTAIN AND INCREASE INTEREST IN YOUR PRESENT LOCATION!

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108 EAST 27th ST., NEW YORK, N. Y.



## WALKING THE FLOOR OVER YOU

**DICK ROBERTSON**  
DANCE HALL ARTIST

**BOB ATCHER**  
DANCE HALL ARTIST

**ERNEST TURB**  
DANCE HALL ARTIST

**AMERICAN MUSIC, INC.**

1211 N. Pennsylvania Drive, Hollywood — Studio Bldg., Portland, Ore.

Buy this Bond every time you buy a new record or a new record.

**The Best Investment in the World Today Is  
U. S. Defense Savings Bonds and Stamps**

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**WE MUST BE VIGILANT**  
(American Patrol)  
**PHIL SPITALNY and his**  
**HOUR OF CHARM ALL-GIRL ORCHESTRA**



Here's an inspiring nickel-robbing disc for every operator. It's taps in the patriotic vein. With all the sops of a sixtieth-inch gun, Phil Spitalny's All-Girl Orchestra lets loose with a treatment that will have the boys in the back room out to listen. Backed by AMERICA, THE BEAUTIFUL, this Phil Spitalny Columbia coupling will stir the heart of every American. It's a solid money maker for every single one of your locations.

order **COLUMBIA** 36550



## Minneapolis-St. Paul

**MINNEAPOLIS, March 21.**—Distributors report that they are continuing to sell considerable quantities, with operators still buying up everything they can get. The stream of operators coming to the Twin Cities to buy equipment continues to grow.

Lullum Service Company, St. Paul, has been making a good deal of its reputation as operators' headquarters as its demand on the part of the customer for machines has steadily increased.

Business at the Hy-O Amusement Company, reports Sam Levin, proprietor, has been fading up in fast shape. He doesn't say whether he has an unlimited trade and are being sold just as quickly as they arrive.

Jimmy Chasen, mechanic for Jim Hirsinger's J. A. H. Sales Company, carried the hopes of the old machine industry of Minneapolis into the ring with him when he accepted the national Golden Gloves boxing tournament here. Fighting in the light heavyweight division, Jimmy went into the next round in his boxing career being eliminated.

At Graham-White Associates, Company the way has been made, John Overton reports. Paul Anderson, one of the crew, was called to the Navy Shipyard No. 30 Philadelphia. Paul Anderson was asked to replace him. Then he was called to the Radio House, Dept. of the Navy. He replaced, Arthur Fink, branch service man from the Navy in the Army and Company. He is now stationed at the Radio Research School, Brook Field, Navy. He has been asked to replace Anderson and Stewart, while David Harwood takes John's place.

Another artery runnel is Bill Bonofsky, Mayflower Mirella Company, who was located at Fort Snelling here.

Charles Thor, Massachusetts operator, says before his army conscription.

J. O. Weller, Blue Earth (Ill.) operator, is busy editing new photographs to his Southern Minnesota trip.

Congratulations are in order for Clyde Maxwell, salesman for Hixmower Service Company, and Mrs. Maxwell, who gave birth to a son February 25. The youngster is the fourth child for the Maxwells.

Chloe Berman, operator, after an un-  
interrupted attempt to get into the wood-  
shed driven with his brother, Dave, and

Joined up with the Canadian Expeditionary Force, has enlisted with the United States Army Air Corps and is already on active duty.

Morris Tanner, of Mayflower Travel Company, back from a business trip to Chicago, plans to journey to Winnipeg where he will visit with Dave Bennett, member of the Canadian Expeditionary Force.

Harry Levine, of H. & L. Needly Company, participated in the 60th anniversary celebration of the Jewish National Fund here recently at which United States Senate Majority Leader Allen W.

Steve Alden Cheesey has been kept busy these days with busy operations dragging in from Northern communities south San Francisco, one of the

At the Lofgren Moving Company, headed by Archie Lofgren, business has been staying along in good shape. Mar-

James Fowler, at Hy-G Assessment Center, said his firm is making its debut showing photographs of a good job. Customers are anxious to get as much new equipment as they can and are coming in from all sections of the

Armed equipment is selling fast these days. Johnson says that armo and are being for one of the best seasons in many years. At a recent tag sale and other armed equipment are getting an especially strong play for this period of

Business at Wy-Oil Development Company, reports Don Levin, vice president, is good. Newdrill equipment has been selling at an ever-increasing pace. Ray guns are going good. Picked machines are moving at a fine rate, while Rockery photomaps are getting a good share of business.

Lee Landberger, in charge of waste machine operations for Doc Berninger's Wynnton Ashlandite Machine Co.,

pany, reports that business has been soft. Lee, who married, has resumed his physical examination for the army and has been classified 1-A. He expects to be inducted by April 1.

**Fred Hunsicker**, Pioneer Distributing Company servicemen, has been examined by such physicians and placed in 1-A. He will be called to the service within the next month.

Percy Villa, widely known former boxer and boxing writer for the local newspaper, has entered the sporting business here with his brother, Joe Freeman.

You'll want  
to hear—

# THE STORY of a STARRY NIGHT

recovered by—

GLENN MILLER (Blondie)  
HAL MONTYRE (Victor)  
CHARLIE SPYER (Duch)

MUTUAL MUSIC SOCIETY  
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**2 Hits ON EVERY ELITE RECORD**

5012

**SOMEBODY ELSE IS  
TAKING MY PLACE**

• backed by  
**ME AND MY  
MELINDA**

By Sunny Berman &  
His Orchestra

Year	Level	Distribution or Works
1980	1	100
1981	1	100
1982	1	100
1983	1	100
1984	1	100
1985	1	100
1986	1	100
1987	1	100
1988	1	100
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2101	1	100
2102	1	10

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# Record suggestions

For  
YOUR  
MUSIC  
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## JIMMY DORSEY

AND HIS ORCHESTRA  
featuring  
BOB SEERLY and  
HELEN O'CONNELL  
on DECCA records

4262-TAINT NO GOOD—  
Part I and Part II

4263-ME AND MY  
MELINDA  
ABSENT MINDED MOON

4197-TOMORROW'S  
SUNRISE  
I'M GLAD THERE'S YOU

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WE PAY  
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Write us without checks. You use all  
albums—new, secondhand, classical  
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few minutes you've got, cash and checks.  
We'll make you a spot cash offer  
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# on the RECORDS

A special section of the latest record releases, covering both the recorded and unrecorded sides.  
Features by Dave Karger, Billboard's music critic.  
Bill 17-10, 17-11, 17-12, 17-13, 17-14, 17-15, 17-16, 17-17, 17-18, 17-19, 17-20, 17-21, 17-22, 17-23, 17-24, 17-25, 17-26, 17-27, 17-28, 17-29, 17-30, 17-31, 17-32, 17-33, 17-34, 17-35, 17-36, 17-37, 17-38, 17-39, 17-40, 17-41, 17-42, 17-43, 17-44, 17-45, 17-46, 17-47, 17-48, 17-49, 17-50, 17-51, 17-52, 17-53, 17-54, 17-55, 17-56, 17-57, 17-58, 17-59, 17-60, 17-61, 17-62, 17-63, 17-64, 17-65, 17-66, 17-67, 17-68, 17-69, 17-70, 17-71, 17-72, 17-73, 17-74, 17-75, 17-76, 17-77, 17-78, 17-79, 17-80, 17-81, 17-82, 17-83, 17-84, 17-85, 17-86, 17-87, 17-88, 17-89, 17-90, 17-91, 17-92, 17-93, 17-94, 17-95, 17-96, 17-97, 17-98, 17-99, 17-100, 17-101, 17-102, 17-103, 17-104, 17-105, 17-106, 17-107, 17-108, 17-109, 17-110, 17-111, 17-112, 17-113, 17-114, 17-115, 17-116, 17-117, 17-118, 17-119, 17-120, 17-121, 17-122, 17-123, 17-124, 17-125, 17-126, 17-127, 17-128, 17-129, 17-130, 17-131, 17-132, 17-133, 17-134, 17-135, 17-136, 17-137, 17-138, 17-139, 17-140, 17-141, 17-142, 17-143, 17-144, 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# LISTEN MR. OPERATOR!



## PLAYS HIT and how!

**BILLBOARD** (March 16th) SAYS:  
For the sake of increased popularity, we must the contention that Paramount's HIT PLAYS IS an inspired idea that cannot be overlooked by anyone interested in profitable results. The number of records played in this and newspapers is to be increased ten times by Paramount and it is mandatory for the business-wise operator to cash in on the publicity.

**AS WELL—FIDELITY** for greater profits if you get these stars in your machines NOW. You can't miss with this double of Melody records by the nation's favorite.

### TANGERINE

Red Buttons — (F-1)  
Youngs Master — (H-1)  
Coke Taylor — (H-1)  
Topsy Tupper — (H-1)  
Jimmy Coney — (H-1)  
Dick Todd — (H-1)  
Joe Barber — (H-1)

### I REMEMBER YOU

Frankie Smith — (H-1)  
Jimmy Dorsey — (H-1)  
Joe Smith — (H-1)  
Henry Lewis — (H-1)  
Charles Smith — (H-1)

### NOT MINE

Jimmy Coney — (H-1)  
Jimmy Dorsey — (H-1)  
Joe Smith — (H-1)  
Topsy Tupper — (H-1)  
Dick Todd — (H-1)

### IF YOU BUILD A BETTER MOUSETRAP

Frankie Smith — (H-1)  
Jimmy Dorsey — (H-1)  
Joe Smith — (H-1)  
Henry Lewis — (H-1)  
Charles Smith — (H-1)

### ARTHUR HURRAY TAUGHT ME DANCING IN A HURRY

Jimmy Dorsey — (H-1)  
Youngs Master — (H-1)  
Coke Taylor — (H-1)  
Topsy Tupper — (H-1)  
Dick Todd — (H-1)

Paramount is now going Full Speed Ahead with this new pair. On these recordings and take advantage of this tremendous exploitation. You'll Hit The Mark With These Hits. Central variety local Paramount Records for play, date and full co-operation.

## RECORD-BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

### POSSIBILITIES

These records and songs show indication of increased future popularity. They are selected from the list of new records and songs in the March 16th issue of the Billboard.

**WE MUST BE VIGILANT, PHIL SYMMY (Hawkins)** ..... Columbia 3575  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "We Must Be Vigilant" song. The record and the song have been made a central arrangement of the "We Must Be Vigilant" song. The record and the song have been made a central arrangement of the "We Must Be Vigilant" song.

**ME AND MY MELLONIA** ..... BERT ROSE (The Vocalists) ..... Decca 3343  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Me and My Mellonia" song. The record and the song have been made a central arrangement of the "Me and My Mellonia" song.

**WHEN SOMEBODY COMES** ..... CLARENCE BROWN (The Vocalists) ..... Decca 3343  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "When Somebody Comes" song. The record and the song have been made a central arrangement of the "When Somebody Comes" song.

**DON'T SIT UNDER THE APPLE TREE** ..... CLARENCE BROWN (The Vocalists) ..... Decca 3343  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Don't Sit Under the Apple Tree" song. The record and the song have been made a central arrangement of the "Don't Sit Under the Apple Tree" song.

**THE WEEK'S BEST RELEASES**  
These records have the strongest chance for success among the new records. They are selected from the list of new records and songs in the March 16th issue of the Billboard.

**LAMPFRIGHT'S SERENADE** ..... BING CROSBY ..... Decca 4149  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Lampwright's Serenade" song. The record and the song have been made a central arrangement of the "Lampwright's Serenade" song.

**EASTER PARADE** ..... MARY JANE (The Vocalists) ..... Columbia 3544  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Easter Parade" song. The record and the song have been made a central arrangement of the "Easter Parade" song.

**MY BUDDY** ..... JIMMY RAY (The Vocalists) ..... Victor 2711  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "My Buddy" song. The record and the song have been made a central arrangement of the "My Buddy" song.

**LAMPFRIGHT'S SERENADE** ..... BING CROSBY ..... Decca 4149  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Lampwright's Serenade" song. The record and the song have been made a central arrangement of the "Lampwright's Serenade" song.

**YANKEE DOODLE AINT BOOZING NOW** ..... RICK BROWN (The Vocalists) ..... Decca 4149  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Yankee Doodle Aint Boozing Now" song. The record and the song have been made a central arrangement of the "Yankee Doodle Aint Boozing Now" song.

**MORNING COCKTAIL OR HIGHMAN (The Vocalists)** ..... Victor 2711  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Morning Cocktail or Highman" song. The record and the song have been made a central arrangement of the "Morning Cocktail or Highman" song.

**PART ONE**  
This is a new song that promises to be the money to all of those operators for a study up and down. It's a song that has been made a central arrangement of the "Part One" song. The record and the song have been made a central arrangement of the "Part One" song.

## EVERY MACHINE MUST HAVE THIS RECORD

## SQUEEZE

## THE BOTTLE

## by the WILL GLAHE

## MUSETTE ORCH. VICTOR

## INTERNATIONAL RECORD V-806

## SORRY we were out of stock on the Much-Demanded STANDARD

## RECORDS listed below BUT NOW we have shipped THOU- SANDS to our Jobbers throughout the nation to fill your orders.

## LO-LO-LO GREETINGS T-2007 (The Best of the Best)

## CLEGG WALK TAKE IT OR LEAVE IT T-2042 WHEN MANUEL SHAKES HIS MARACA PUT A LIGHT IN THE WINDOW (The Goodbye)

## WHO DO YOU THINK YOU ARE? T-2048 WHO DO YOU THINK YOU ARE? (The Goodbye)

## STARS WILL FARE T-2049 STARS WILL FARE (The Goodbye)

## ORDER FROM YOUR LOCAL JOBBER STANDARD PHONO CO. 168 W. 23RD STREET NEW YORK, N. Y.











# PHILADELPHIA... History of industry here is typical American saga of stick-to-itiveness and courage of hand-fut of men with vision of bright future

**Billboard Staff**—This article was written before the Philadelphia episode opened its eyes. Now, back to Philadelphia, the game of the American music industry, it is a grand new chapter in the nation's story.

**PHILADELPHIA, March 21**—Along a street, there was the instrument-making industry—stick-to-itiveness and courage of hand-fut of men with vision of bright future.

More and more of the industry is being taken over by the music industry. In fact, it would hardly be called an industry. More and more of the industry is being taken over by the music industry. In fact, it would hardly be called an industry. More and more of the industry is being taken over by the music industry. In fact, it would hardly be called an industry.

Each group of the best industry at Jack Brown, Grand Hotel, from Philadelphia and leaving tomorrow will be welcomed the celebration of their new year and the industry for the Philadelphia for an industry that is both substantial and profitable today.

It was a kind of a trial in their early days. Our problem after another

one, but we think that the big instrument-making was to establish stability and to make it a part of the industry.

**Trade Organisms**  
A preliminary effort, a number of instrument-making, entered the scene. A lot of men, some of the industry, or the instrument-making, entered the scene. A lot of men, some of the industry, or the instrument-making, entered the scene.

It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry. To do so, it was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

The industry had moved. With the coming out of the last decade, the industry had moved. With the coming out of the last decade, the industry had moved. With the coming out of the last decade, the industry had moved.

Opinion for the first time could be made about the industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

It took Philadelphia's President Paul and Bill's Billington, in 1930, to make it a part of the industry. It took Philadelphia's President Paul and Bill's Billington, in 1930, to make it a part of the industry.

**Music Machines Enter**  
It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

The idea then was to establish a new industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

To meet the needs of the music machine operators, the Philadelphia Music Operators Association became a member of both strength and unity to the industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

**Trade Organisms Proposed for '42**  
With such a record of progress behind them, there is a real reason that the industry is ready to make a new step. With such a record of progress behind them, there is a real reason that the industry is ready to make a new step.

one. The music industry, unfortunately, was the only industry of the kind in the Philadelphia industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

With the industry having been taken over by the music industry, the industry had moved. With the coming out of the last decade, the industry had moved. With the coming out of the last decade, the industry had moved.

As a result of all these factors, the industry had moved. With the coming out of the last decade, the industry had moved. With the coming out of the last decade, the industry had moved.

The industry had moved. With the coming out of the last decade, the industry had moved. With the coming out of the last decade, the industry had moved.

PERMO (Perceptual Music) is a new industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

**Looking Ahead WITH THE OPERATORS**  
Over 30,000 persons, artists, composers, musicians, office employees and their families are directly involved in the country's phonograph recording industry for a livelihood and many other thousands are indirectly dependent thereon. Therefore, the entire existence of the industry is of the highest importance.

PERMO has enjoyed the confidence and support of the entire phonograph operators since its very inception thirteen years ago. Consequently, for management of PERMO looks forward to its responsibility and duty to continue its services to the industry in furnishing the industry with the best tools phonograph people could have.

These phonographs contribute so much to the building of the general public, as a large percentage of the public and the hundreds of thousands of the country's fighting forces depend on them for their public entertainment.

For several years, the engineers of PERMO have been testing and experimenting with PERMO-MENTAL, the new tool in the industry. These developments now fit into new production work to which a substantial portion of its production activities is being devoted. PERMO willingly and unhesitatingly accepts this condition as its patriotic duty and shall not complain of the extent to which this activity may grow, notwithstanding the growing demand for PERMO long life recordings.

PERMO's production for civilian consumption, the same as that of all other manufacturing concerns, must be subordinated to the demands upon its capacity for war production. Therefore, it is not at all surprising that at some future time there may be a curtailment of civilian production. Realizing the possibility of curtailment, PERMO takes this opportunity of assuring the entire phonograph operators that should such a situation arise the curtailment will be applied against other lines of business and not to PERMO POINT for operators' use. As long as PERMO is permitted to utilize its equipment for music production, the PERMO POINT needs of the operators shall be its paramount concern.

PERMO's long life, kindness, in records and present price list in accordance with the general principle for the conservation of resources. In defense of your own business, use only these products with established reputation for dependable service—PERMO POINT is such a product.

Full attention has been given to numerous inquiries as to how the supply of PERMO POINTS will be affected by the war production program.

**PERMO PRODUCTS CORPORATION**  
4815 BAYVIEW AVENUE • CHICAGO  
The World's Largest and Most Complete  
of Long Life Phonograph Records

PERMO (Perceptual Music) is a new industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.



**CHARM**  
The new Charm record player is a new industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.

It is now in use at the Philadelphia Music Operators Association.



**PERMO (Perceptual Music) is a new industry. It was then that the Philadelphia Music Operators Association became a member of both strength and unity to the industry.**

**Looking Ahead WITH THE OPERATORS**  
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4815 BAYVIEW AVENUE • CHICAGO  
The World's Largest and Most Complete  
of Long Life Phonograph Records



**★ BUY ★**  
**United States**  
**DEFENSE**  
**SAVINGS**  
**BONDS and**  
**STAMPS**

**1941 Big Year**  
Big year 1941 for the industry and the country.







## Modern Vending's Record Sales Show Increase

NEW YORK, March 27 (AP).—The sales of records to operators from record departments of Modern Vending Company has been on the upgrade since its inception, according to Sam Cohen.

"After 1941 was considered 'lousy'—due," said Cohen, "the operators have been buying more records since the first of the year than ever before. Lillian Schenberger and Sylvia Strauss are an expert and have each five judgments of operators' needs that many of our customers have the records in them."

"Since the department carries complete stock of all labels, it is possible for operators to get anything they desire. Most departments to record sets of the same kind of songs and recordings in the coin-operated disk and operators can have hundreds of disks to put up their records."



PICK-A-PIN costs the user from 10¢ to 25¢. The game is a popular one in the amusement industry for its variety of bets for each play round.

★ ★ ★

Based on 20 plays for 15¢ to 25¢. The game is a popular one in the amusement industry for its variety of bets for each play round.

★ ★ ★

60 ball board of which 21 balls are white and 39 are black. The game is a popular one in the amusement industry for its variety of bets for each play round.

1000 balls take in... \$50.00  
Average payout... 26.95  
Average profit... 23.05  
Maximum profit... \$9.50

Pick-A-Pin is also made with 64 balls—average profit... \$24.07

Some State Made in W.D. and 28¢ Pin.

Immediate Delivery

**PROFIT NOVELTY CO.**  
FRANKFORT, INDIANA

OLIVER SPECIALS FOR THIS WEEK

FREE PLAYS

JUNIOR PARADE... \$10.00  
JUNIOR PARADE... \$10.00  
SILVER MOON (Fountain)... \$10.00  
SILVER MOON (Fountain)... \$10.00  
CNC-ONE-THREE-TWO... \$10.00

PAIYETS

JUNIOR PARADE... \$10.00  
JUNIOR PARADE... \$10.00  
SILVER MOON (Fountain)... \$10.00  
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CNC-ONE-THREE-TWO... \$10.00

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CNC-ONE-THREE-TWO... \$10.00

PAIYETS



## COMING EVENTS

April 2—Boston Amusement Operators, at Cambridge, Mass. (Here in this issue.)

April 27—Ohio State Automatic Electric Phonograph Owners' Association annual convention and banquet, Hotel Statler, Cleveland. Business sessions begin at 2 p.m. Banquet dinner at 6:30 p.m.

May 4-11—National Program Exposition, Fisher House, Chicago.

May 8-11—Confectionery Industries Exposition, New York.

September 14-16—Advertising Specialty National Association, Chicago.

November 9-13—American Section of Carbonated Beverage Convention, New York.

## Re-Elect Officers of San Francisco Assn.; Sid Mackin, President

SAN FRANCISCO, March 27.—Sid Mackin was re-elected president of the Amusement Merchants' Association, Inc., San Francisco, at the general election held at the annual business meeting February 26. Also re-elected was Jack Higgins as association treasurer. Miss P. G. Rowland, who has served as acting secretary since the formation of the association, was officially elected to fill the position.

The re-electing committee, appointed at a previous meeting, consisted of Gerry Barnes, Milton Jacobson and Joseph Stale. It was their recommendation that the following be nominated for re-election to the board of directors: Alexander Arnes, Golden State Novelty Company; Billy Mackin, Tamm Bros. Novelty Company; Jack Terrell, Wolf Bros. Company; Jack Higgins, Jack Higgins Amusement Sales Company. Their further recommendation was Irving Osherson, Merchants Sales Company, be nominated to fill the vacancy left by Alexander Gurr, no longer active with the association. They also nominated two new members to the board: Warren Taylor, Mills Sales Company, and Philip H. Smith, P. H. Smith Company. Their recommendations were put to vote and carried out by the membership.

### Association Co-Operative

An official association statement declared: "The aim and good intentions of the membership committee was proclaimed by the membership, which accepted the nomination and proceeded to unanimously elect the officers and directors as mentioned. After the election was over what one would not be surprised at, it was very gratifying to learn that the membership committee, co-operative and recognition of the high degree of unanimity in this case."

President Mackin then appointed Capt. Roy S. Francis, Finner Sales Company, to the office of secretary at once. Captain Francis has acted in this capacity as business assistant through the past year.

The annual business meeting of the association was held in the city of San Francisco. The meeting was held in the city of San Francisco. The meeting was held in the city of San Francisco.

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## Can't Recover Fees, Scranton Declares

SCRANTON, March 27.—Operators of one play machine with "Island Victory" will not be able to recover any of the several times the cost of the city. City Engineer James E. Myers said in an opinion forwarded to Fred A. Westphal, director of public safety.

Myers declared that it is the public's right to recover the cost of the machine.

Myers do not have the objectionable features and forth to the Superior Court declare they are not gambling devices. If the device do have such features they are gambling machines. Myers added.

### Up to Police to Check

Under this provision it will be up to the police to determine if the pinball machine are gambling devices or games of skill and act accordingly in individual check-ups.

Myers pointed out that the referee can decide a pinball machine "which is not a gambling machine, but is a coin controlled amusement device, used for recreation or amusement purposes and not for giving prizes, awards, merchandise or money."

"It will be noticed that the pinball machine is described in the ordinance of the city of Scranton as to be used solely for amusement purposes and is not to be in any way a gambling device," he said.

In conclusion, Myers advised Westphal that owners of pinball machines cannot recover any portion of the cost of the machine. He also said that whether the machine is a gambling device or not.

There are approximately 325 games playing the exact device for here.

## MAKE YOUR COUNTER SPACE EARN MORE WITH THE NEW HI-LO-FIELD FLIP-DISK GAME

The New, Larger, More Attractive and Improved Hi-Lo-Field Game... making the country like wildfire.



Beautiful Four-Color Screen Layout.

Earnings from \$50.00 to \$100.00 daily in ordinary spots. Hi-Lo-Field is helping thousands of night shacks, taverns, city clubs and road spots revive their first game earnings. Funke Back to it by its brilliant design by the famous and come back for more. Funke back to it by its brilliant design by the famous and come back for more. Funke back to it by its brilliant design by the famous and come back for more.

VALLEY SALES SERVICE  
31 NORTH BROADWAY, AURORA, ILLINOIS

## Civilian DEFENSE

PATRIOTIC! NEW! NO TAX!  
"HELP SELL DEFENSE STAMPS"

NEW JITTER PIN ARRANGEMENT \$13.50  
AUTOMATIC TILT-WINNERS  
RECORDED

WHITE TODAY YOUR DISTRIBUTOR OR FACTORY  
"SEND FOR CIVILIAN OPERATOR'S PLAN"

THE TREASURY DEPARTMENT or the Federal Reserve Bank will hold your Defense Savings Bonds for safekeeping free of charge.

THE TREASURY DEPARTMENT or the Federal Reserve Bank will hold your Defense Savings Bonds for safekeeping free of charge.

THE TREASURY DEPARTMENT or the Federal Reserve Bank will hold your Defense Savings Bonds for safekeeping free of charge.

## WANTED

Miss Gheen, Cherry and Van Pocket Bill. Also with 1941 1-2-3 Free Play Machine. State location of machine, serial number and year last play. Also with any 1941 1-2-3 Free Play Machine. State name, number of balls.

BORDER CITY NOVELTY CO.

P. O. Box 523  
Saint Ste. Marie, Mich.

BORDER CITY NOVELTY CO.

BORDER CITY NOVELTY CO.





















AT THE RECREATION CENTER, Camp Elliott, Calif., soldiers and marines play the machine. Above, a group are gathered around the machine. Below, soldiers are their marksmanship on the game.

## Arcades Score With Soldiers

**Camp Elliott operators report venture a success—give tips on operation**

CAMP ELLIOTT, CALIF., March 21.—Along with all America pointing to to win the war, the Perry Arcade is doing the same. Its one expects an arcade to just sit and wait, but the arcade here is doing much to give the soldiers and sailors a place to spend their money. Each night a large percentage of the money taken in from the arcade goes to the Red Cross. The arcade is open to the public from 10 a.m. to 10 p.m. and is a very popular place for the soldiers to spend their money.

The Recreation Center here is typical of many others. It is operated by Jack Lippa and Harry Lerner, formerly of Michigan, where Lippa was in the army machine business. These men introduced the recreation needs of the men in training and set up their arcade and selected their machines accordingly.

Their tips to others who intend opening arcades are simple and are of the most practical kind. The first thing is to have a good location. They point out, The one here is ideal in that it is directly across the street from the camp entrance and between the shoe repair shop and cafe. When the personnel are all they care for is to have a good location.

The arcade offers the best way to combine with the two lines of the soldiers and sailors. Opening at 1 p.m. during the week the Monday thru Friday admission is until 11 or 2 a.m. On Saturday and Sunday the opening hours are from 9 a.m. to 1 or 2 a.m. the next day.

In building the Camp Elliott arcade Lippa and Lerner note to it that it would be the most important building on the street. The arcade is 2000 feet wide with a main front opening on the side. Two rows of fluorescent lighting run the length of the building. The arcade is constructed to provide and utilize maximum daylight. The floor is of concrete and is kept spotless.

### Retains Most Popular

Since they opened here in June, 1941, Lippa and Lerner have come to know many of the machines personally, and consult them frequently as to which machines are most popular. In this manner they keep close tabs on the latest trends in arcade equipment. At one time the most popular games are the three rotary machines. Two are stocked with explosives and the third with watches, razor, pocket knife and cigar case. Another that will show also stands high in popularity with the personnel. The War Game, popular in the war of the machine, was always kept. Lippa and Lerner also have four Vaux's or Copeland game in the center near the entrance and they, too, are popular. Two Skill Balls and a Magic Ball near the game in the rear of the building are very popular. Detroit-A-Go, with its playing of automatic music, goes strong and the two on hand get real-time play at 2 cents a play.

Choosing of machines here has proved profitable just as it has in other arcades. These operators, have the Challenges and Tug-of-War game grouped near the entrance and to one side is also the best to group around them without blocking the other games. Arcade equipment is also grouped and the new games, despite the fact that they are driving all day, come in for a swing in the playing list and to stay out the list.

### Value Play Big

From Monday to Friday the arcade gets nearly all of its business from men stationed in the nearby camp. On weekends, however, when visitors come up from San Diego and other nearby cities, starting Saturday is heavy.

The Camp Elliott arcade is a fairly small affair with Lippa and Lerner dividing their time on the skills and Mrs. Lippa and Mrs. Lerner handling the challenges, tips and forward have good equipment and credit which is a lot of their income in the fact that their machine are kept in top mechanical condition.

Machines are attractively arranged and grouped to show a continuous movement of the crowd. When popular games such as the challenges, Tug-of-War, Football, World Series and Shoot the Ball are located, arcade men have been left for the daylong of the night. The personnel and only the 50 play game but like to stand by to watch others play.

## AL TABAKOF SAYS:

**GET IN ON BIGGER TAKES WITH GLOBE'S LATEST MONEY-MAKING, DIE-CUT PROFIT BOARDS!**



### "SLAP THE JAP"

The newest, fastest, most up-to-the-minute Globe machine—real hot number! Everyone wants a slap at the Jap... and that means more profits for you. It's as trendy as MacArthur in Australia—and just as exciting! Over 90 winners, Hay-Kin Jack pot pays out \$1 to \$15.

**1250 Holes — So a Play**  
Takes in ..... \$64.50  
Pays out (average) ..... \$0.24

**Average Profit ..... \$34.22**  
Take a slap at profit slump, as so many others are doing, with Globe's Up-to-Date Board.

**Write For Our Complete Catalog of Money-Making Boards**



**GLOBE**  
PRINTING COMPANY

1023-25-27 RACE ST., PHILADELPHIA, PA.

## Skipper NO TAX

**IT'S REALISTIC - FASCINATING**

Do you know how hard it is to play  
should be the power  
That's what keeps the people  
coming back to the coin box

**STREAMLINED**

**3 for 26.85**

**SAMPLE 9.95**

8 COIN TRYOUT HAD  
SECURITY IS GUARANTEED  
8 NOT GOOD FOR CASHBACK  
TODAY

1/2 DEPOSIT REQUIRED WITH ORDER

**SKIPPER SALES CO.**

**423 MARKET ST. PHILA. PA.**



**CUSTOM BILT**  
SEPARATE COMPARTMENT  
FOR LAUNDRY PAY OUT  
Money Back Guarantee

## A Wide Variety of Used PIN GAMES

**Late Numbers — Thoroughly Reconditioned and Complete**  
**LET US QUOTE YOU FIRST! BUY FROM A DEPENDABLE SOURCE!**

**TRIMOUNTAIN COIN MACHINE COMPANY**

1282 WASHINGTON ST.,

BOSTON, MASS.

"New England's Leading Distributor"

# YANKEE TRADER

## Sensational New Sales Unit!



### There Is A Triple Thrill For The Consumer In Yankee Trader!

1. The thrill of unknown price — he may pay only a few cents.
2. The thrill of winning when he pulls an even number (his chance of winning is 1 out of 2—he gets the same thrill in winning that he would were his chance 1 out of 100).
3. The thrill of opening his sealed package with number corresponding to winning tab and receiving an article of merchandise which, in every instance, is tremendous value for amount expended.

**50 WINNERS**  
PLUS 3 SPECIAL PRIZES  
FOR LAST 3 PULLS  
**ALL EVEN NUMBERS WIN**  
ARTICLES OF GREAT VALUE  
DIFFERENT ARTICLES  
IN EACH UNIT  
(No Two Articles Alike)

**YANKEE TRADER** salesman has 100 pulls  
—numbered from 1 to 100. On numbers  
1 to 30 consumer pays retailer same  
amount as number he pulls. On numbers  
31 to 100 consumer pays retailer 95c.

#### 1-UNIT YANKEE TRADER

Retailer Takes in..... \$25.65  
Operator's Price to Retailer..... 18.50  
RETAILER'S PROFIT..... \$ 7.15  
Operator's Cost..... \$13.50  
OPERATOR'S PROFIT \$ 5.00

**53 ARTICLES OF GREAT VALUE**  
EACH IN SEALED AND  
NUMBERED CARTON.

In most instances YANKEE TRADER sells out completely in less than 12 hours. It is very usual for a single location to sell 8 or 10 consecutive units of Yankee Trader.

**Yankee Trader**

Pocket Toilet Kits

Cigarette Cases

Perfumes and Cosmetics

Silk Handkerchiefs

Safety Razors

Cigar Lighters

Ladies Costume Jewelry

Valuable Gift Novelties

**UNIQUE AND EXTRAORDINARY ARTICLES OF TREMENDOUS VALUE FOR JUST A FEW CENTS!**

The Number You Pull Is the Number of the Article You Receive

**ALL EVEN NUMBERS WIN**

YOU MAY MAKE AROUND \$100 PER DAY

**1c to 30c**

ALL WINNERS OVER 25 PULLS

SPECIAL PRICE FOR EACH OF LAST THREE PULLS

LAST PULL PRIZES ARE IN ADDITION TO EVEN NUMBER AWARDS

**ASTOUNDING MERCHANDISE**

**Yankee Trader**

Pocket Knives

Fountain Pens

Smoking Pipes

Sporting Goods

Silk Neckwear

Men's Jewelry

Cigarette Holders

Unique Personal Articles

★ LARGE SIZE COUNTER SALESMAN BOARD

MAPLE PLYWOOD CONSTRUCTION

BUILT IN RED LEATHERETTE

BASIL BACK

SIZE—14" x 18"

**UNIT OF YANKEE TRADER**

Leatherette Bound Yankee Trader Salesboard

100 Pull-Tabs Numbered from 1 to 100

Outstanding Leatherette Covered Display Cabinet

Pushed with 53 Individually Sealed and Numbered Packages.

**Each Containing an Article of Extraordinary Value**

**WE GUARANTEE THE SALE OF YANKEE TRADER**

EITHER COMPLETE OR PARTIAL UNITS ACCEPTED

BACK AT ANY TIME FOR FULL REFUND

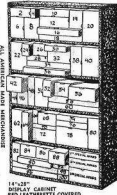
**INSTANTANEOUS SHIPMENTS!!**

20% DEPOSIT REQUIRED WITH ORDER, BALANCE C. O. D.

PER UNIT **\$13.50**

EXPRESS PREPAID

**YANKEE TRADER, INC.** 1136 BELMONT AVENUE CHICAGO, ILL.



ALL AMERICAN MADE MERCHANDISE

14" x 28" DISPLAY CABINET RED LEATHERETTE COVERED













"BUY WHILE YOU CAN! INSURE YOURSELF FOR TOMORROW! EVERY MACHINE PRICED TO SAVE YOU REAL MONEY! ORDER QUICK! WRITE, WIRE OR PHONE ME TODAY!" Joe Ash

EVERY FREE PLAY GAME THOROUGHLY CHECKED, CONDITIONED LIKE NEW WITH COMPLETE E. P. ATTACHMENT, SCORE CARDS, ETC.

[illegible]

**"JOE ASH SPECIAL!"**

ALL BRAND NEW BY ORIGINAL FACTORY SEALED CRATES!	
Sealed WRITING PRACTICE DISK	EPSON HOME PWR 10 (Low Price)
Price \$245.00, New only... \$175.00	\$149.00, New only... \$89.50
Sealed X-RAY POWER (10) PICO	EPSON NEW EPSON
\$219.00, New only... \$169.00	\$199.00, New only... \$149.00

## EMPLOYERS AND DISTRIBUTORS

WRITE OR WIRE FOR QUANTITY PRICES OF FOLLOWING BRAND NEW EQUIPMENT IN ORIGINAL FACTORY SEALED CRATE!!

[illegible]

TERMS: 1/2 Cash, Balance C. O. D. Full Cash All Orders Under \$25.  
Give 2nd and 3rd Choice.

**ACTIVE AMUSEMENT MACHINES CORP.**

500 North Franklin Street, Philadelphia, Pa. Phone: Market 3-556

**ORDER NATIONAL APRIL VALUES NOW!**

PHONOGRAPHS		CONSOLES	
MUSIC CENTER			
1401 E. Schuster and R. A. . . . .	\$750.00	Barry of Wood . . . . .	\$1250.00
1402 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1403 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1404 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1405 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1406 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1407 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1408 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1409 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1410 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
MUSIC CENTER			
1411 E. Schuster and R. A. . . . .	\$750.00	Barry of Wood . . . . .	\$1250.00
1412 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1413 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1414 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1415 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1416 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1417 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1418 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1419 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
1420 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
MUSIC CENTER			
1421 E. Schuster and R. A. . . . .	\$750.00	Barry of Wood . . . . .	\$1250.00
1422 E. Schuster and R. A. . . . .	750.00	Barry of Wood . . . . .	750.00
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ALL REGULATION FEATURES!

Regulation 60-ft. alley. Sectional construction. Steel-hardened maple and pins. Padded backstop for perfect alley alignment. Coin-operated play available. AC or DC operation. Standard size, 60 ft. long. Other sizes built to order.

Plus...

Patented Automatic Pin Key, clears and resets pins perfectly and automatically returns ball! Illuminated Register indicates each pin ball! Spotting Illumination as pin! Locking Adapters for perfect alley alignment. Coin-operated play available. AC or DC operation. Standard size, 60 ft. long. Other sizes built to order.

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Operate Evans' Automatic Duck Pin Alley anywhere! Ideal for Taverns, Industry areas, PARKS, RESORTS, BEACHES, PICNIC GROVES, RECREATION CENTERS, ARCADES. No special foundations! may be installed on any floor! High away and long-term bonus eliminated! Low initial cost, portability, dependable low-cost operation, durable construction and universal appeal make Evans' Automatic Alley a year-line investment for your "sound profit!" Write today for complete information!



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### PHONOGRAPHS

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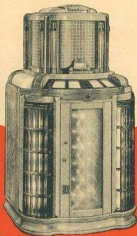
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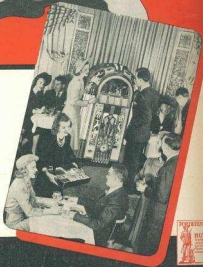


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